

DAVIS COUNTY TOURISM PROFILE

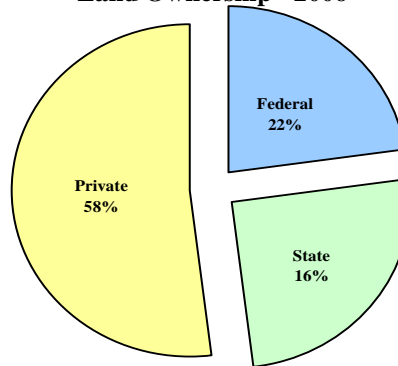
County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	268,916	278,278	286,547	3.0%	3
Total Non-Ag Employment	93,283	95,864	100,542	4.9%	3
Non-Ag Avg Monthly Wage	\$2,646	\$2,713	\$2,849	5.0%	7
Per Capita Income	\$27,418	\$29,357	\$30,493	3.9%	3
Unemployment Rate	4.9%	4.1%	2.9%	-29.3%	3
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$145.9	\$138.3	\$158.4	14.5%	6
Travel & Tourism Related Employment	2,877	2,632	3,018	14.7%	6
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$4,881.5	\$4,685.2	\$5,385.4	14.9%	5
Transient Room Tax	\$488.8	\$499.6	\$654.0	30.9%	6
Restaurant Tax	\$2,024.9	\$2,202.4	\$2,459.7	11.7%	3
Car Rental Tax	\$98.6	\$311.7	\$344.9	10.7%	4
Gross Taxable Retail Sales (millions)	\$3,026.3	\$3,262.0	\$3,723.5	14.1%	3
REGIONAL VISITATION COUNTS					
S.L. Airport Passengers	18,352,495	22,237,936	21,557,646	-3.1%	
Lagoon Amusement Park	1,100,000	1,000,000	1,200,000	20.0%	
Willard Bay S.P.	138,868	244,049	325,933	33.6%	
This Is The Place Heritage Park	380,000	355,600	88,500	-75.1%	
Antelope Island S.P.	257,196	270,884	250,886	-7.4%	
Great Salt Lake S.P.	87,170	57,966	138,763	139.4%	
East Canyon S.P.	56,641	55,904	95,543	70.9%	
Golden Spike N.H.S.	46,189	40,156	45,341	12.9%	
Ft. Buenaventura S.P.	NA	NA	NA	NA	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	173,291	100.0%
Federal Government	44,353	25.6%
BLM	330	0.2%
US Forest Service	38,193	22.0%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	5,830	3.4%
State Government	48,804	28.2%
Utah State Parks & Recreation	27,498	15.9%
Utah State Wildlife Reserves	321	0.2%
State Trust Lands	30	0.0%
Other ••	20,955	12.1%
American Indian	--	--
Private*	101,113	58.3%

- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2006



Davis County Tourism Profile

